

# **Prelert Named "Cool Vendor" by Leading Analyst Firm**

**Vendors selected for the "Cool Vendor" report are innovative, impactful and intriguing.**

April 25, 2011

Boston, MA and London, UK (PRWEB) April 25, 2011 -- [Prelert](#), the leading provider of self-learning, application behavior analysis solutions today announced it has been included in the list of "Cool Vendors" in the Cool Vendors in IT Operations Management, 2011 report by Gartner, Inc.

According to the report, "Although IT operations management is a well-established discipline, innovation enters this market every year." In addition, "To improve business intelligence for IT, it has become necessary to use IT analytics to solve routine, yet critical, issues such as capacity planning, service management reporting and application performance."

"We are excited to be included in the Cool Vendor report by Gartner. This is clear confirmation of the importance of IT analytics in the management of mission critical IT applications," explains Mark Jaffe, Prelert CEO. "We are enabling our customers to, in minutes, proactively identify and isolate the root cause of complex application problems that would have previously taken them hours, days or weeks to resolve while end users suffered degraded performance."

## About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

## About Prelert

Prelert reduces the cost, frequency and duration of application problems by 90%. Our software is unique in applying recent advances in artificial intelligence to baseline and detect anomalous behaviors using a customer's existing log, event, usage, performance and business data.

This is important because the traditional approach to IT management, which depends on expert human knowledge in the form of rules and severity thresholds, has proven unscalable in today's complex IT environments.

Prelert customers benefit from self-learning analytics that proactively, without rules and thresholds, identify and provide the root cause narrative behind critical application problems before users are impacted.

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